



Riverfront Park Concept Development Public Involvement Summary



From Spring to Fall of 2018 the City of Eugene worked with community members and designers to develop a concept for a very special riverfront park in downtown Eugene. Reaching out to diverse populations throughout Eugene, the project built on the broad public involvement in the EWEB Site Master Planning process and the recent Parks and Recreation Systems Plan.

With an opening day goal of Spring 2021, the opportunity and impact of this park is exciting. The public involvement process was a key factor in helping to identify this park's niche among the landmark parks in Eugene, such as Alton Baker, Skinner Butte, and Hendricks.

A Comprehensive and Diverse Process

- Local expert and advocate discussions invited 50 people to 5 focus groups
- Three well attended public events involved over 300 community members
- More than 3,500 electronic and hard copy surveys were completed
- Site tours were available for participants
- Active outreach at eleven area parks collected input from all parts of the city
- Collaborations with community partners such as the Chamber of Commerce and Travel Lane County resulted in thousands of survey responses dominated by those under 44 years old
- Underrepresented population input was augmented by direct outreach at Saint Vincent de



Paul Housing, Head Start of Lane County, Bethel Temple Faith Ministries, the Confederated Tribes of Siletz Indians, Ophelia's Place and Eugene Public Library Spanish Music and Story times

- 5 blog posts
- 9 e-updates to 6,500 direct recipients and forwarded to more
- 12 Facebook posts
- 6 print media articles, 1 radio interview, 15 TV stories across four news stations
- Almost 1,500 postcards were distributed manually
- Parks Newsletter mailed to 80,000 households plus 2,000 more distributed at recreation centers, offices and businesses

Connecting with Local Experts and Advocates

To begin, the Design Team organized five focus groups inviting 50 local experts and constituent leaders to:

- Share base facts, project goals and constraints
- Gain insight and knowledge from local experts on particular topics
- Learn history, hopes and concerns
- Provide diverse perspectives for ongoing consultation, as needed

These May consultations provided guidance, identification of issues to discuss with the broader public, and a base of expert and network leaders with project knowledge.

Focus Groups

- Culture & History
- Wheels and Walkers
- Accessibility
- Riparian Health and River Play
- Downtown Business Connection

Project Timeline

| | |
|-----------|---|
| May 2018 | Research/Focus Groups 5/24 Public Meeting: Values and Vision |
| July 2018 | 7/19 Public Meeting: Three Design Concepts |
| Sept 2018 | 9/27 Public Meeting: Celebrate the Design |



Three Public Meetings

In an iterative process, the Design Team described the project goals and parameters, presented design issues and perspectives and surveyed public preferences and priorities to incorporate into the park concept design. In the first two meetings, electronic polling was used to collect feedback swiftly and with transparency. In addition, online surveys were available for two weeks following public meetings. Results were posted on the website and e-mailed to a large Interested Parties List.

Media coverage prior to and during each public meeting reached many thousands more than the attendees. The City used social media, such as Facebook, to announce the meeting dates, and Park Ambassadors handed out invitations in City Parks.

Outreach to networks built on the relationships gained through the Focus Groups. Email invitations and surveys were viewed by thousands more through partner organizations' newsletters and Facebook. The Eugene Area Chamber of Commerce and Travel Lane County helped reach businesses of all kinds. Eugene's Neighborhood Associations were able to forward to their constituents. St. Vincent de Paul Resident Services Coordinators helped the project reach north Eugene residents at their housing complexes. Environmental organizations from Native Plant Society to The Nature Conservancy assisted the project, as did those whose interest is river play.

Meetings were held on site to keep in the forefront the reality of constraints and the inspiration of the river.

May 24: Values & Vision

July 19: Three Design Concepts

September 27: Celebrate the Park Design

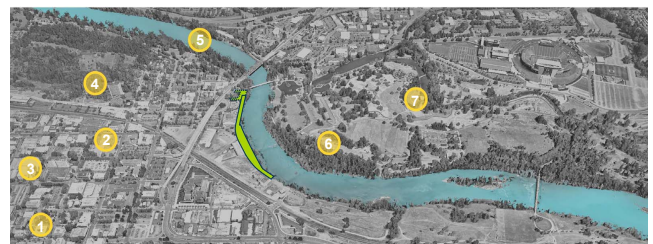
GOALS / VALUES

- SUSTAINABLE URBANISM
- BALANCE OF USES
- CONNECTION
- ECOLOGY
- IDENTITY
- ECONOMICS
- FEASIBILITY

ECOLOGY



DOWNTOWN ACTIVITIES



FARMER'S MARKET
1



FIFTH STREET MARKET
2



HULT PERFORMANCE ART CENTER
3



SKINNER BUTTE PARK
4



ALTON BAKER PARK
5



WILLAMETTE RIVER
6



CUTHBERT AMPHITHEATER
7

Concepts presented at the first public meeting

Public Meeting #1

The May 24th **Values and Vision** meeting introduced the park design team, shared information about the site's constraints and potentials, and gave residents a chance to affirm and revise the values and goals for the park. Participants provided input on what they want to experience at the park, the blend of urban and natural, priorities for the path system, and how they would like art to be incorporated. The meeting was well attended with over 150 community members participating. The team used cell phone polling and shared instant results with the large group. Questions focused on basic concepts such as:

- What do you want to do here?
- What type of play area do you prefer?
- What is your priority in ecological/sustainable features?
- What is your cultural and history goal for the park?
- What are your public art goals for the park?
- What balance of activity level do you imagine for the park?
- What kind of park should this be?



A. Walk / Run / Bike



B. Attend Events or Gatherings



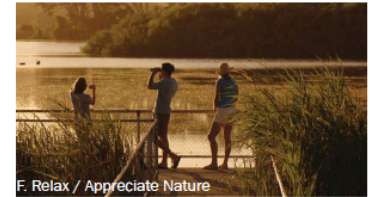
C. Picnic / Meet Friends



D. Play or Exercise

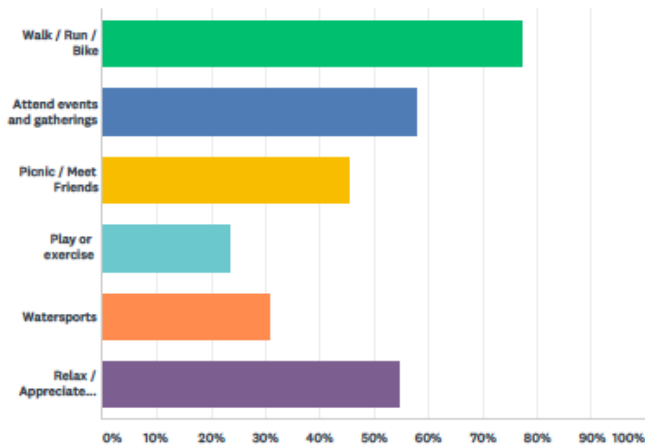


E. Watersports



F. Relax / Appreciate Nature

What do you want to do here? Select your #1 Option

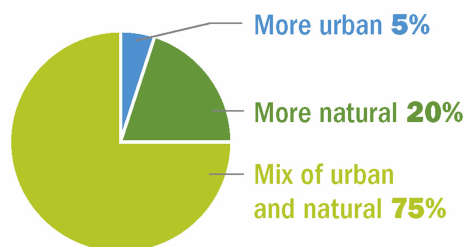


Above: Example of a question asked at the meetings and in online surveys, followed by survey results

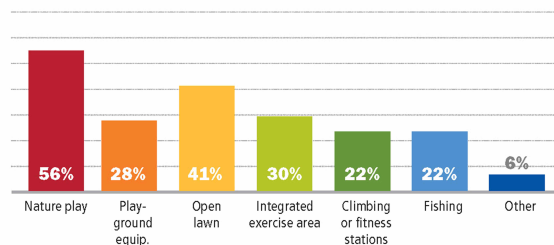


Examples of questions posed at Public Meetings #1 and #2

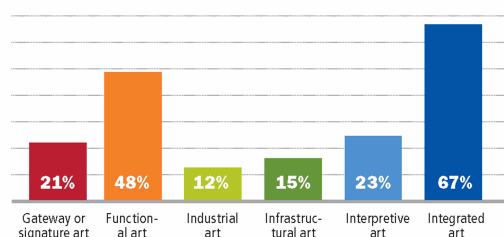
Do you envision the Riverfront Park as more urban, more natural or a mix of both?



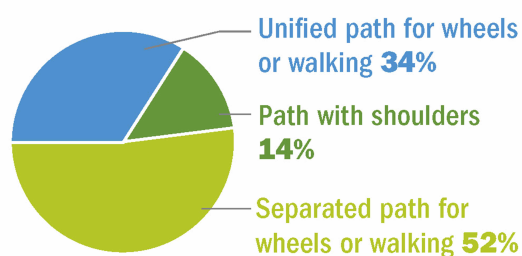
Which two recreational settings do you think will be most relevant for the Riverfront Park?



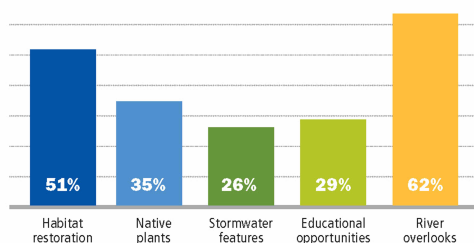
What two kinds of permanent art would you like to see in the Riverfront Park?



Which style of path would you prefer for the variety of path users in this area?



Which two types of natural area park features best fit your vision for the Riverfront Park?

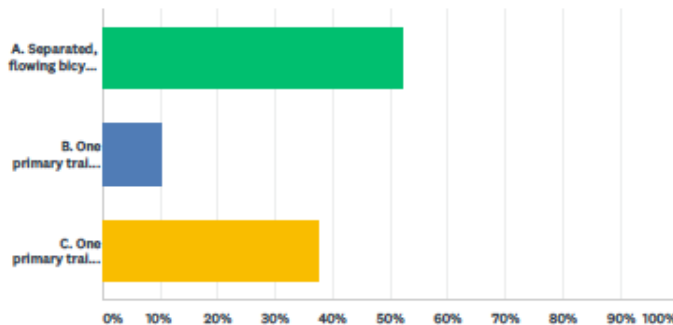


Public Meeting #2

The July 19 **Three Design Concepts** meeting shared three concepts for feedback. The park designers explained how the designs expressed the values and goals heard in May, as well as the Master Plan goals adopted in 2010. Tours to see and experience the site helped to envision an exciting riverfront park.

Public enthusiasm continued with about 150 people participating in cell phone polling on specific design elements, such as:

- Which trail experience do you prefer?
- Which arrangements of active vs. passive areas do you think would be most successful?
- Which plaza do you like best?
- Which river views do you like best?
- Which river relationship do you like best?
- Which art opportunities should we prioritize?

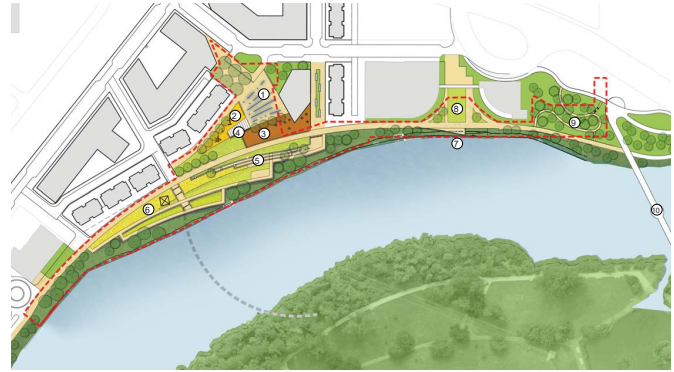


Survey results showed community priorities, such as a separated bicycle path



The team based the concept design on these community values

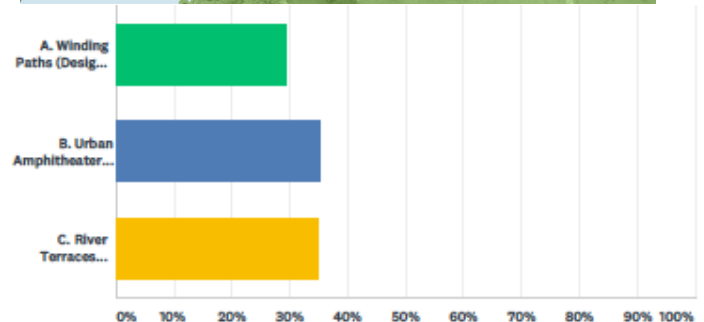
River Terraces



Urban Amphitheater



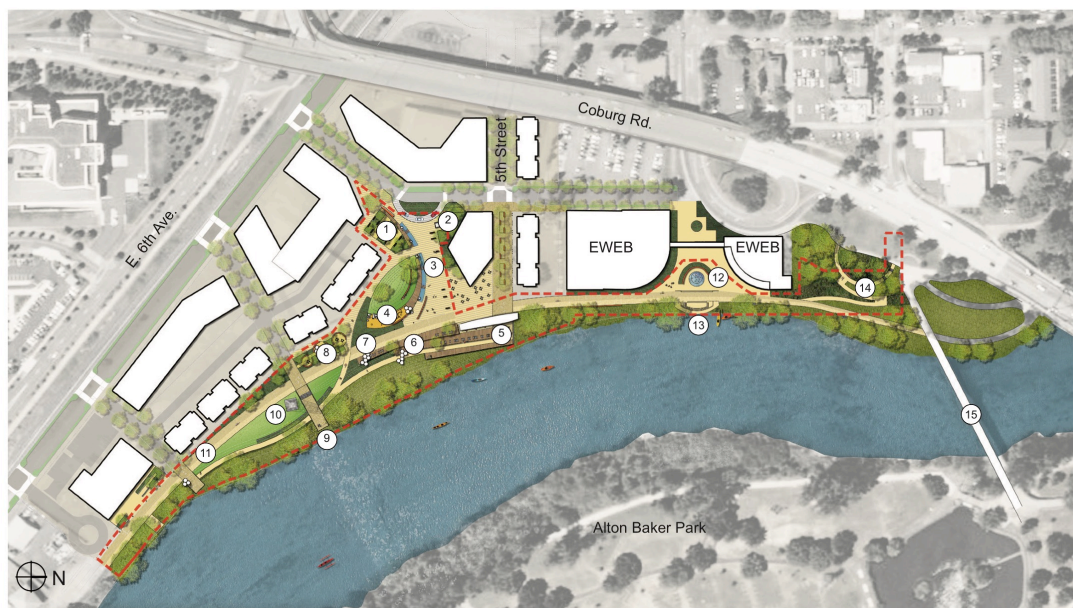
Winding Paths



The design concepts resonated well with the community: survey results indicate that participants appreciated elements of all the options

Public Meeting #3

The September 27 **Celebrate the Park Design** meeting unveiled the concept design and asked the public for refinement comments. After a presentation and sharing fun “river rock cupcakes,” the Design Team set up Open House style displays for individuals to share thoughts directly with designers.



LEGEND:

Park Boundary - - - - -

- ① Garden Grove
- ② Restroom
- ③ Main Plaza / Water Feature
- ④ Nature Play
- ⑤ River Pavilion
- ⑥ Riverfront Seating
- ⑦ Stormwater Gardens
- ⑧ Picnic Grove
- ⑨ Overlook
- ⑩ Meadow
- ⑪ Multi-Modal Path
- ⑫ Existing EWEB fountain
- ⑬ Potential Kayak Access
- ⑭ Improved DeFazio Bridge Connection
- ⑮ DeFazio Bridge



Active & Inclusive Outreach

Many residents who care about the Downtown Riverfront Park did not attend the three public meetings. To magnify and diversify input, the team went to where people are, including neighborhood gatherings, low-income housing developments, the Ruth Bascom Bike Path, and Parties in the Park.

Roving with a knapsack and clipboard at popular summer festivals, the project's outreach staff connected people to the Downtown Riverfront Park Design process with information and surveys. Direct outreach focused on north and west Eugene residents, people of color, low income people and youth to balance representation to reflect the city. Outreach venues included:

- Art in the Vineyard
- Party in the Park at Churchill Park
- Party in the Park at Maurie Jacobs Park
- Party in the Park at Bethel Park
- Party in the Park at Washington/Jefferson Park
- Sunday Streets Park blocks
- Bethel Temple Faith Ministries
- Latino Professionals Connect at the Shedd
- Ophelia's Place
- Youth Shelter St. Vincent de Paul
- Confederated Tribes of Siletz Indians BBQ
- Family Music Time Downtown Library
- Spanish Story Time Bethel Branch Library
- Saturday Market Vendors
- Migrant Education Project Family Night



Childcare was provided at the three large public meetings



The "Little Red" outreach trailer provided entertainment and outreach at the City of Eugene Parties in the Park throughout the summer

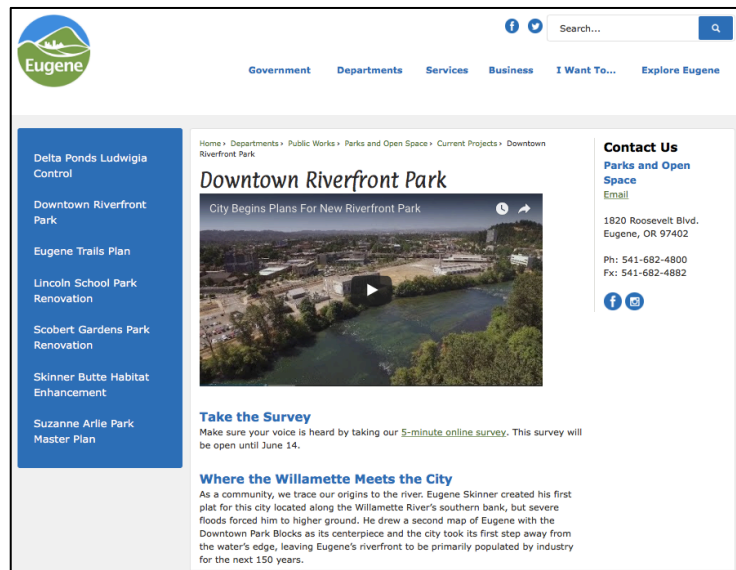
The City of Eugene Park Ambassadors staffed “Little Red,” a portable outreach trailer, at all the Parties in the Park including:

- Party in the Park at Tugman Park
- Party in the Park at Willakenzie Park
- Party in the Park at Arrowhead Park
- Eugene River Fest, Alton Baker Park
- Sunday Streets Churchill

Communications

The City used the following communication methods through out the process:

- Website Page
- Bi-weekly Blog
- Interested Parties List E-Updates
- Media Advisories
- Facebook
- Radio, Print & TV
- Hola Oregon Facebook
- Civic Organization Newsletters
- Parks’ Communications



The City hosted a web page with the latest information about the design process, a sign up to join the Interested Parties List, a comment function, and bi-weekly blog posts. The blog posts provided transparency to show the research and design process that got us to a concept design by Fall of 2018. Prior to the first public meeting, arrangements to collaborate with community organizations and city volunteer committees helped to get information out and invite participation. The project leveraged established communication channels to neighborhood associations and other civic organizations to amplify the project’s reach.

Decision Making

The riverfront park designers incorporated input from the above process and reported what was heard and how it was represented in design concepts. Eugene’s Planning Commission and City Council were informed throughout the design process with final decisions made by Parks and Open Space staff to reflect project goals within the context of the City’s Parks and Open Space system.

Values

The City of Eugene’s [Values and Principles for Public Participation](#) guided the project. Respectful, diversified outreach, and tapping into established networks helped to build healthy relationships between the City and its public for the Downtown Riverfront Park Concept Design and beyond.

Next Steps

The project now moves into schematic design and construction, and remains committed to ongoing transparent communication during these more technical phases leading to an Opening Celebration in 2021.

Constituencies Receiving Public Involvement Outreach

History / Culture

Lane County Historical Museum
Kesey Family (Springfield Creamery/Cuthbert Amphitheater)
Jones Family (Seneca Saw Mill)
Reynolds Family (Ferry Street Community)
Tam Global Consultants

Equity / Inclusion

Saint Vincent DePaul Resident Services
Grrrls Rock
Bethel Temple Faith Ministries
Food for Lane County
Latino Professionals Connect
Confederated Tribes of the Siletz Indians
Lane Community College- ESL
Centro Latino Americano
Natives Program
Asian Celebration

Accessibility

Mobility International USA
Lane Independent Living Alliance
Early Childhood Cares
AARP

Bicycle / Pedestrian

Safe Routes to School
COE Active Transportation Committee
Bike commuters and advocates
GEARS
BEST and Vision Zero
UO Bicycle Program

Neighborhood Groups

Amazon Neighbors
Active Bethel Citizens
Cal Young Neighborhood Association
Downtown Neighborhood Association
Fairmount Neighbors
Jefferson Westside Neighbors
Good Pasture Island Neighbors
Industrial Corridor
Laurel Hill Valley Citizens
Northeast Neighbors
River Road Community Organization

Santa Clara Community Organization
Southwest Hills Neighborhood Association
Southeast Neighbors
S. University Neighborhood Association
Whiteaker Community Council

Environmental / River

Friends of Trees
The Nature Conservancy
McKenzie River Trust
Long Tom Watershed Council
Friends of Buford Park Mt. Pisgah
The Nature Conservancy Freshwater Programs
Willamette Confluence Project
COE Sustainability Commission

Business

Downtown Eugene, Inc.
Downtown Eugene Merchants
Technology Association of Oregon
Chamber of Commerce
5th St Market District
Saturday Market
NW Community Credit Union

Recreation

Oregon State Parks & Rec Stewardship Program
Northwest Canoe Tours (Alton Baker Concession)
Cascadia Wave
American Canoe & Kayak
River House
YMCA
Adaptive Recreation
Campbell Community Center
Willamalane

Other

Party in the Parks
Travel Lane County
University of Oregon
Public Artists
Eugene Public Library